

# **IMPLEMENTATION OF *EXTREME PROGRAMMING* (XP) METHOD IN DEVELOPING A MOBILE-BASED PRODUCT SALES APPLICATION FOR BUMDES TELUK LATAK**

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## ***ABSTRACT***

*A Village-Owned Enterprise (BUMDes) is an institution managed by the community and village government to strengthen the village economy. However, in its operations, BUMDes Teluk Latak still relies on a manual system for marketing and transaction recording, which hampers efficiency and market reach. Therefore, this study aims to design and develop a mobile-based BUMDes product sales application using the “Extreme Programming”(XP) method. This method is chosen because it accommodates changing requirements through rapid iterations and continuous testing. The developed application includes key features such as product management, online ordering, digital payments, and transaction notifications. Testing results using the “Black Box Testing” method indicate that the system functions according to user needs. With this application, it is expected to enhance marketing efficiency, simplify transaction management, and expand the market reach of BUMDes products, thereby contributing to sustainable economic growth in the village.*

**Keywords:** *Micro Small and Medium Enterprises (MSMEs), Marketing, Internet, Extreme Programming.*